

WHAT IS FIRST PARTY DATA

And what it means to you.

WHAT IS FIRST PARTY DATA?

Unique information a business collects directly from its **engaged** and **consenting** audience on digital channels.

Endeavor collects first party data through newsletter and magazine subscriptions, website forms that provide access to gated content, website behaviors or actions, purchase history, and surveys.



THE BENEFITS OF OUR DATA

- Endeavor obtains its first party data directly from our audiences, reflecting their interactions and engagement with our brands, events, and tools. Marketers can trust that this information is both accurate and privacy-compliant, enabling them to segment and target audiences effectively for their campaigns.
- By utilizing behavioral data acquired from our customer data platform and proprietary marketing technology, we partner with Marketers to create personalized campaigns that not only generate leads but also foster loyalty.
- We invest significant time and resources in handling and storing first party data for more than 12 million contacts, making it easy for Marketers to efficiently access their desired target audiences and effectively optimize resources and campaigns for successful outcomes.

Leveraging Endeavor Business Media's first party data provides valuable insights and opportunities for Marketers to enhance their targeting, personalization, and overall marketing strategies.

2.9X

According to Think With Google and Boston Consulting Group, brands using first party data in key marketing functions achieved a 2.9X revenue lift and a 1.5X increase in cost savings.

